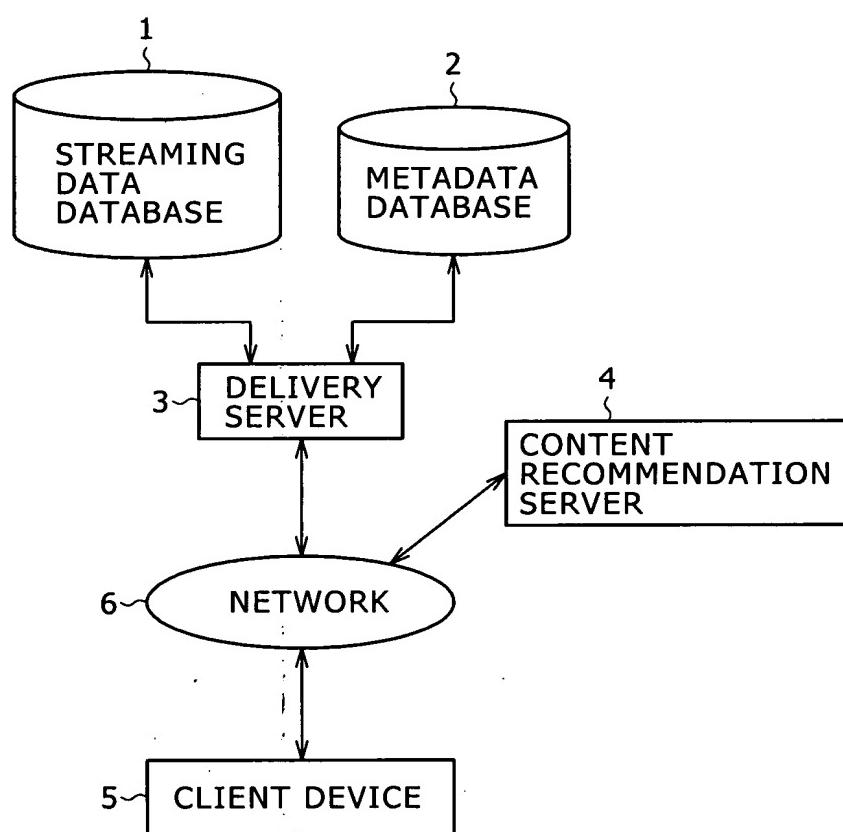


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FIG. 1



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FIG. 2

- BROADCAST START TIME=[19:00,NOV/10/2002] TIME SLOT
- BROADCAST END TIME=[20:00,NOV/10/2002]
- BROADCAST STATION =[CHANNEL 8]
- GENRE=[VARIETY SHOW]
- PROGRAM TITLE=[SIDEPLITTING TV]
- PERSONS=[PERSONALITY A][PERSONALITY B],...
- SUBTITLE=[SPECIAL EDITION TONIGHT! THE SPECIAL GUEST IS...]
- KEYWORD=[THRILLING]

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FIG. 3

| START TIME, END TIME, BROADCAST STATION | GROUP ID |
|---|----------|
| 00:00~06:00 ON CHANNEL 8                | XXXX     |
| 06:00~07:00 ON CHANNEL 8                | XXXX     |
| 07:00~08:00 ON CHANNEL 8                | XXXX     |
| .....                                   | .....    |
| 00:00~06:00 ON CHANNEL 10               | XXXX     |
| 06:00~07:00 ON CHANNEL 10               | XXXX     |
| 07:00~08:00 ON CHANNEL 10               | XXXX     |
| .....                                   | .....    |

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## FIG. 4

| GENRE, PERSONS         | GROUP ID |
|------------------------|----------|
| VARIETY, PERSONALITY A | XXXX     |
| NEWS, PERSONALITY A    | XXXX     |
| MOVIE, PERSONALITY A   | XXXX     |
|                        |          |
| VARIETY, PERSONALITY B | XXXX     |
| NEWS, PERSONALITY B    | XXXX     |
| MOVIE, PERSONALITY B   | XXXX     |
|                        |          |

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FIG. 5

- BROADCAST START TIME=[19:00,NOV/10/2002]
- BROADCAST END TIME=[20:00,NOV/10/2002]
- BROADCAST STATION =[CHANNEL 6]
- GENRE=[VARIETY SHOW]
- PROGRAM TITLE=[SIDEPLITTING TV]
- PERSONS=[PERSONALITY A][PERSONALITY B]...
- SUBTITLE=[SPECIAL EDITION TONIGHT! THE SPECIAL GUEST IS...]
- KEYWORD=[THRILLING]
- GROUP ID=XXXX,XXXX,...

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FIG. 6

- BROADCAST START TIME=[7:00,OCT/18/2002]
- BROADCAST END TIME=[8:00,OCT/18/2002]
- BROADCAST STATION =[CHANNEL 8]
- GENRE=[NEWS]
- PROGRAM TITLE=[MORNING NEWS]
- PERSONS=[PERSONALITY C] [PERSONALITY D],...
- SUBTITLE=[NEWS]
- KEYWORD=[XXXX]

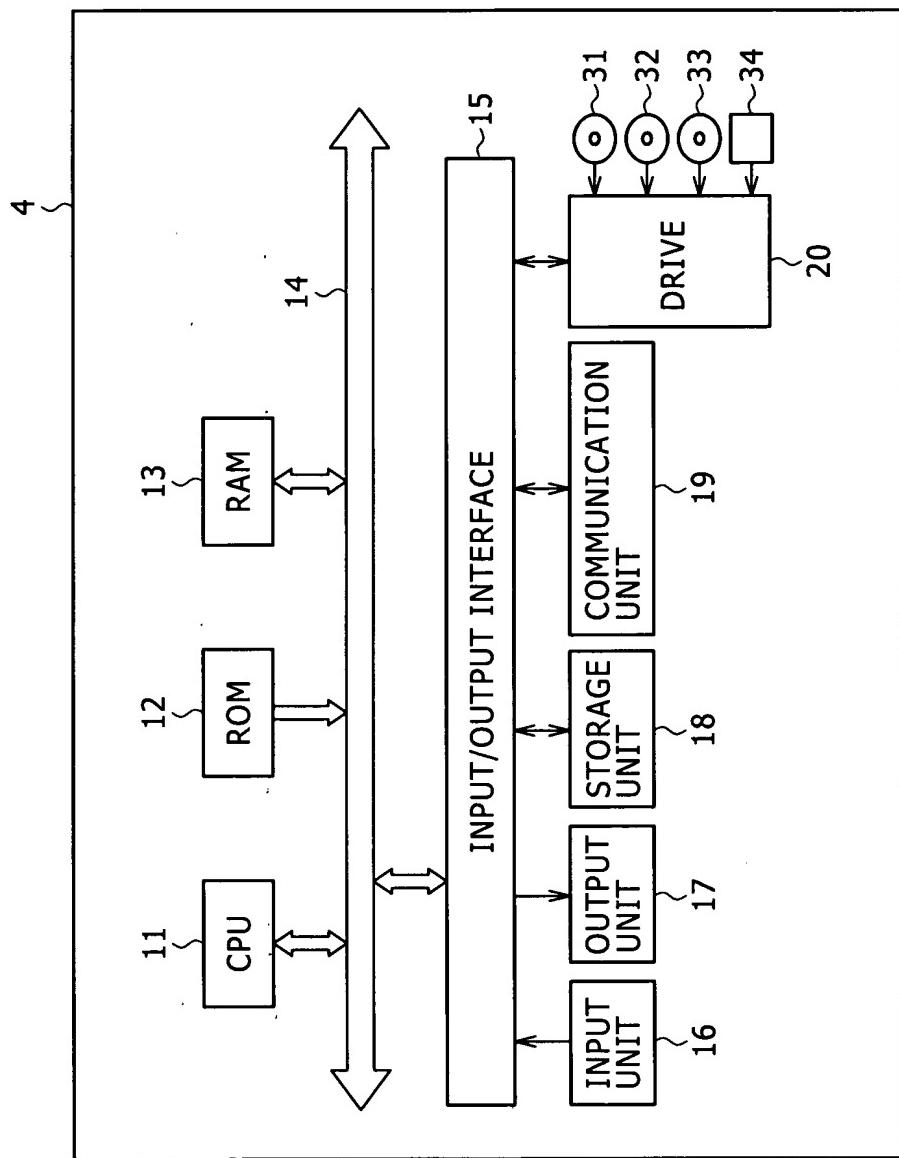
GROUP ID=XXXX,XXXX

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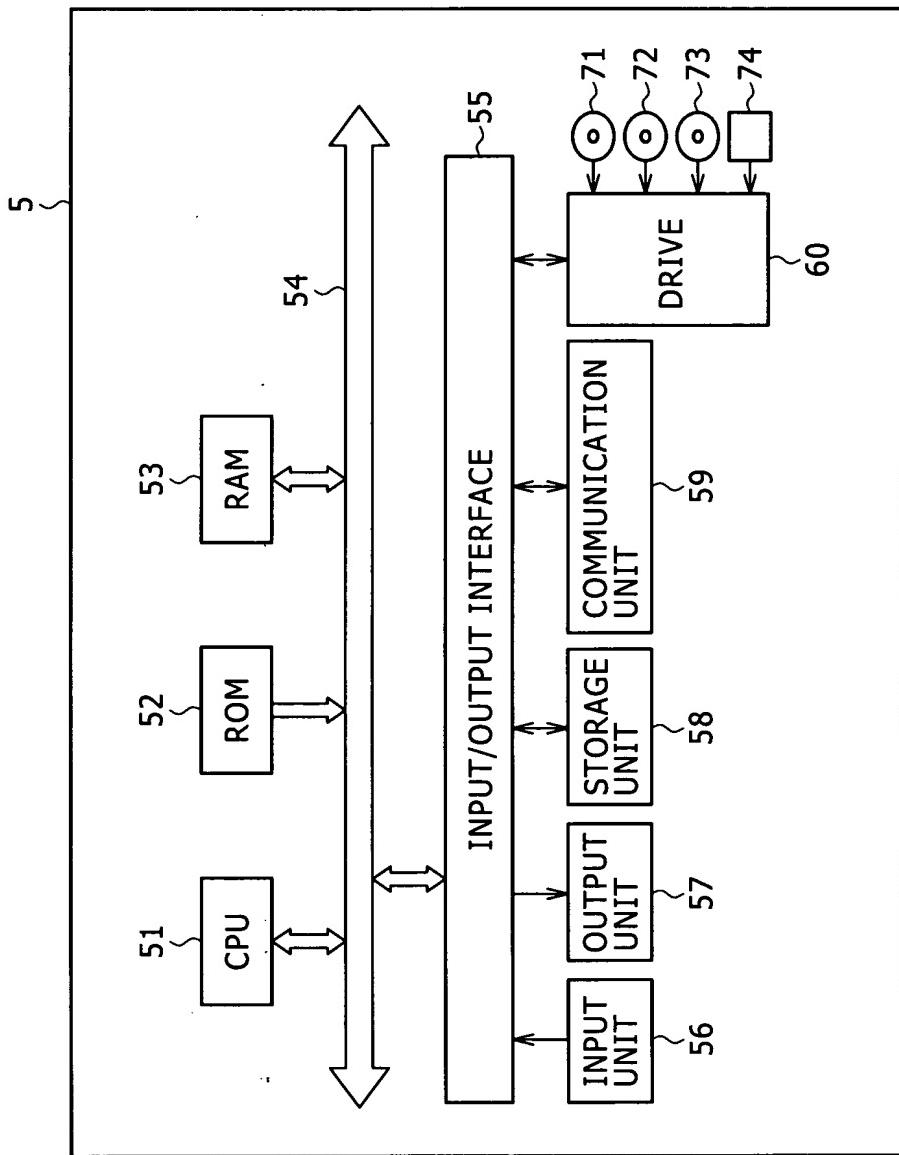
FIG. 7



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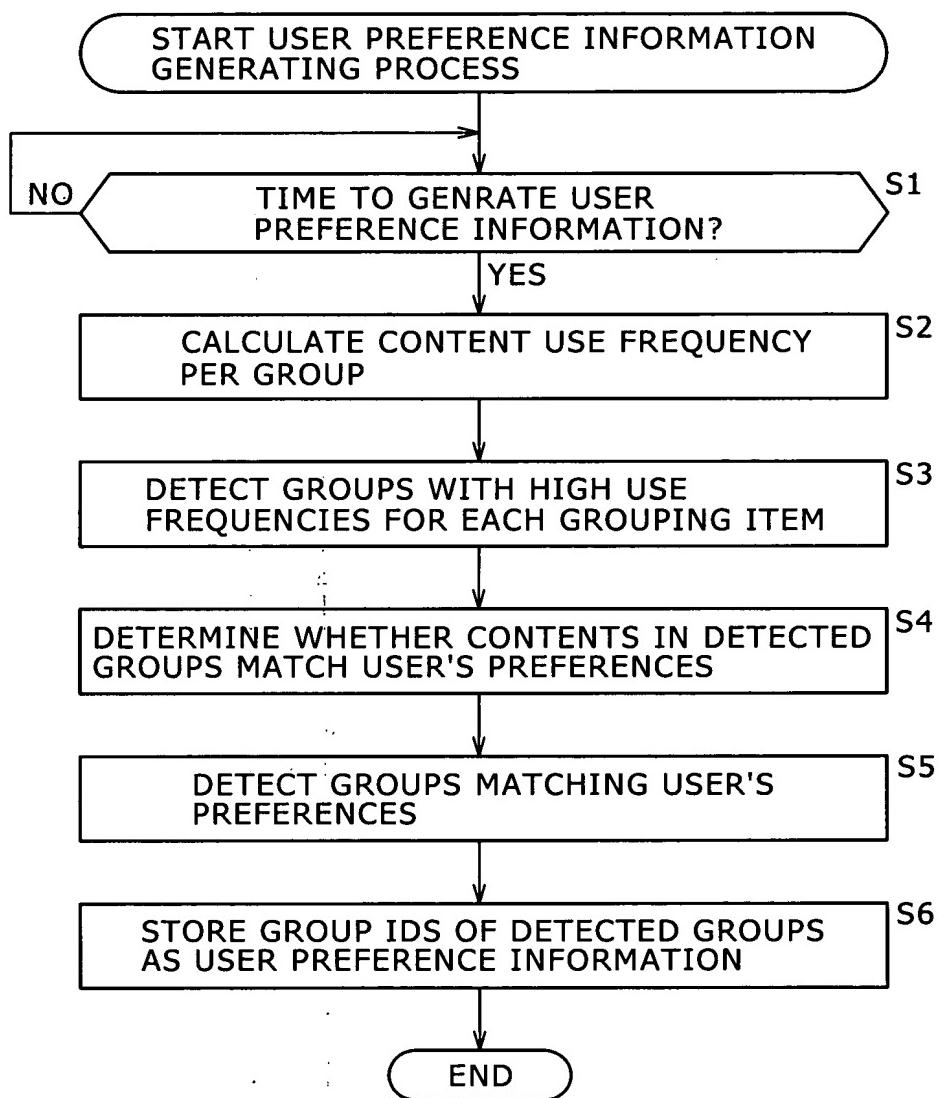
FIG. 8



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## FIG. 9



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FIG. 10

| START TIME, END TIME, BROADCAST STATION | USE FREQUENCY |
|---|---------------|
| 20:00~21:00 ON CHANNEL 8                | 7             |
| 19:00~20:00 ON CHANNEL 10               | 7             |
| 20:00~23:00 ON CHANNEL 8                | 6             |
|   |               |
|   |               |
|   |               |

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## FIG. 11A

| GENRE, PERSONS         | USE FREQUENCY |
|------------------------|---------------|
| VARIETY, PERSONALITY D | 10            |
| NEWS, PERSONALITY D    | 8             |
| VARIETY, PERSONALITY C | 5             |
|                        |               |

## FIG. 11B

| GENRE, PERSONS         | NORMALIZED USE FREQUENCY |
|------------------------|--------------------------|
| VARIETY, PERSONALITY D | 0.25                     |
| NEWS, PERSONALITY D    | 0.08                     |
| VARIETY, PERSONALITY C | 0.0625                   |
|                        |                          |

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FIG. 12

| DELIVERY LIST<br>[20:00~21:00 ON CHANNEL 8]          | USE HISTORY<br>[20:00~21:00 ON CHANNEL 8] |
|--|---|
| PROGRAM A ON OCT 25(SAT)<br>PROGRAM B ON OCT 24(FRI) | NOT VIEWED<br>VIEWED                      |

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FIG. 13

| DELIVERY LIST<br>[VARIETY, PERSONALITY D] | USE HISTORY<br>[VARIETY, PERSONALITY D] |
|---|---|
| PROGRAM AA ON OCT 25(SAT)                 | NOT VIEWED                              |
| PROGRAM AB ON OCT 25(SAT)                 | NOT VIEWED                              |
| PROGRAM BA ON OCT 24(FRI)                 | NOT VIEWED                              |

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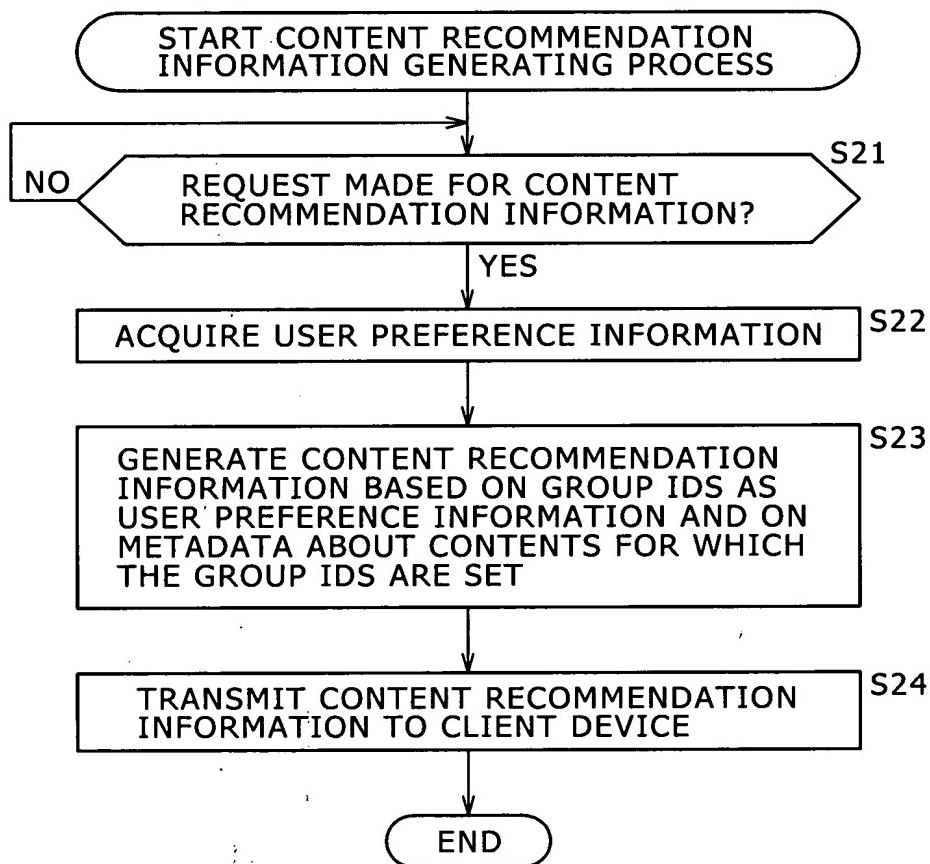
FIG. 14

| DELIVERY LIST<br>[20:00~21:00 ON CHANNEL 8]  | USE HISTORY<br>[20:00~21:00 ON CHANNEL 8] |
|--|---|
| PROGRAM A ON OCT 25(SAT)<br>PROGRAM B ON OCT 24(FRI)<br>PROGRAM C ON OCT 24(FRI)<br>PROGRAM D ON OCT 23(THU) | NOT VIEWED<br>VIEWED<br>VIEWED<br>VIEWED  |

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## FIG. 15



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FIG. 16

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THE FOLLOWING PROGRAMS ARE RECOMMENDED FOR YOUR PREFERRED  
"TIME SLOTS!"

19:00~20:00 ON CHANNEL 10;  
GROUP ID = XXXX

•TITLE OF PROGRAM BBA

20:00~21:00 ON CHANNEL 8;  
GROUP ID = XXXX

•TITLE OF PROGRAM AAA

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FIG. 17

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THE FOLLOWING PROGRAMS ARE RECOMMENDED FOR YOUR PREFERRED  
"GENRES AND PERSONS"

VARIETY, PERSONALITY C: GROUP ID = XXXX

NEWS, PERSONALITY D: GROUP ID = XXXX

- TITLE OF PROGRAM CCA
- TITLE OF PROGRAM CCB

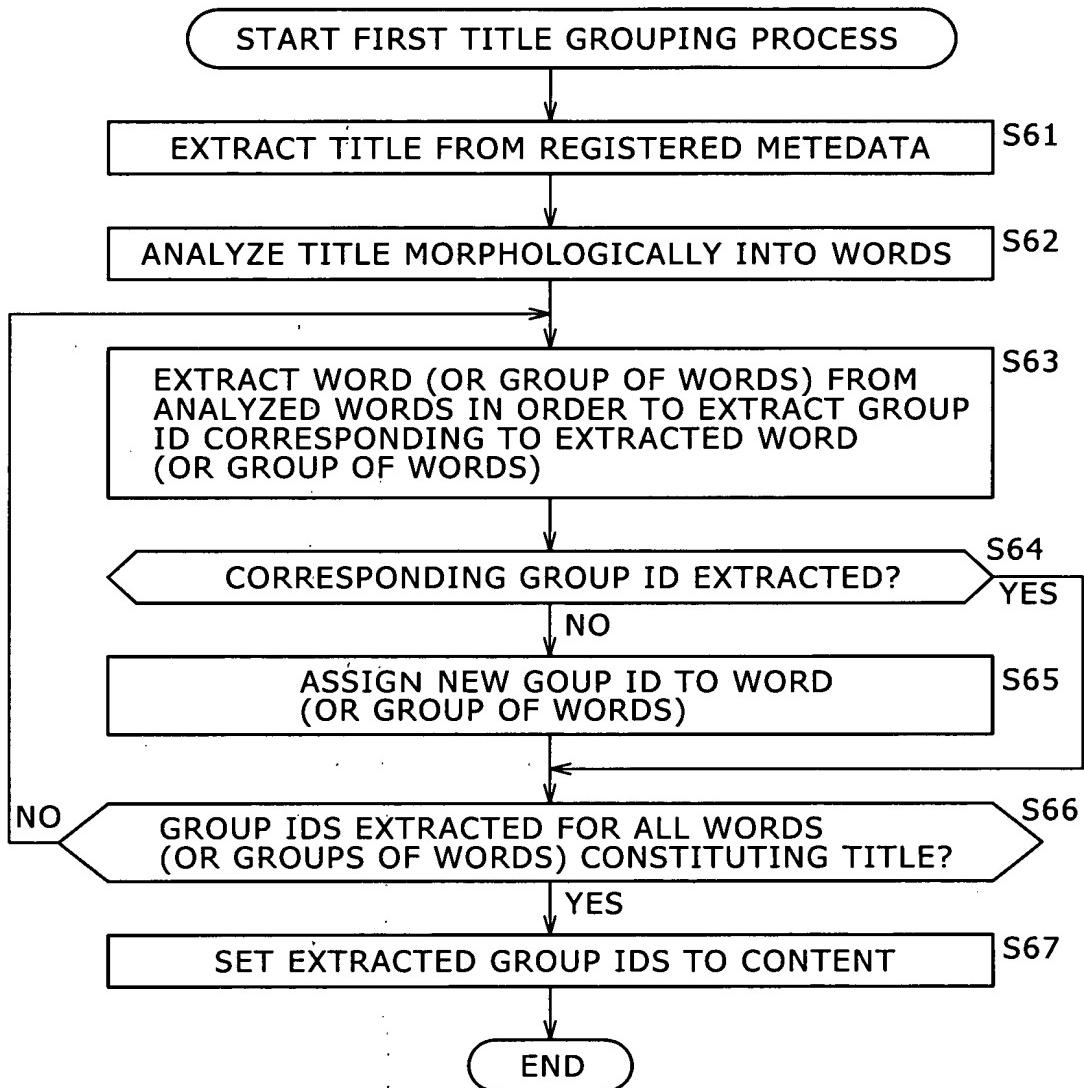
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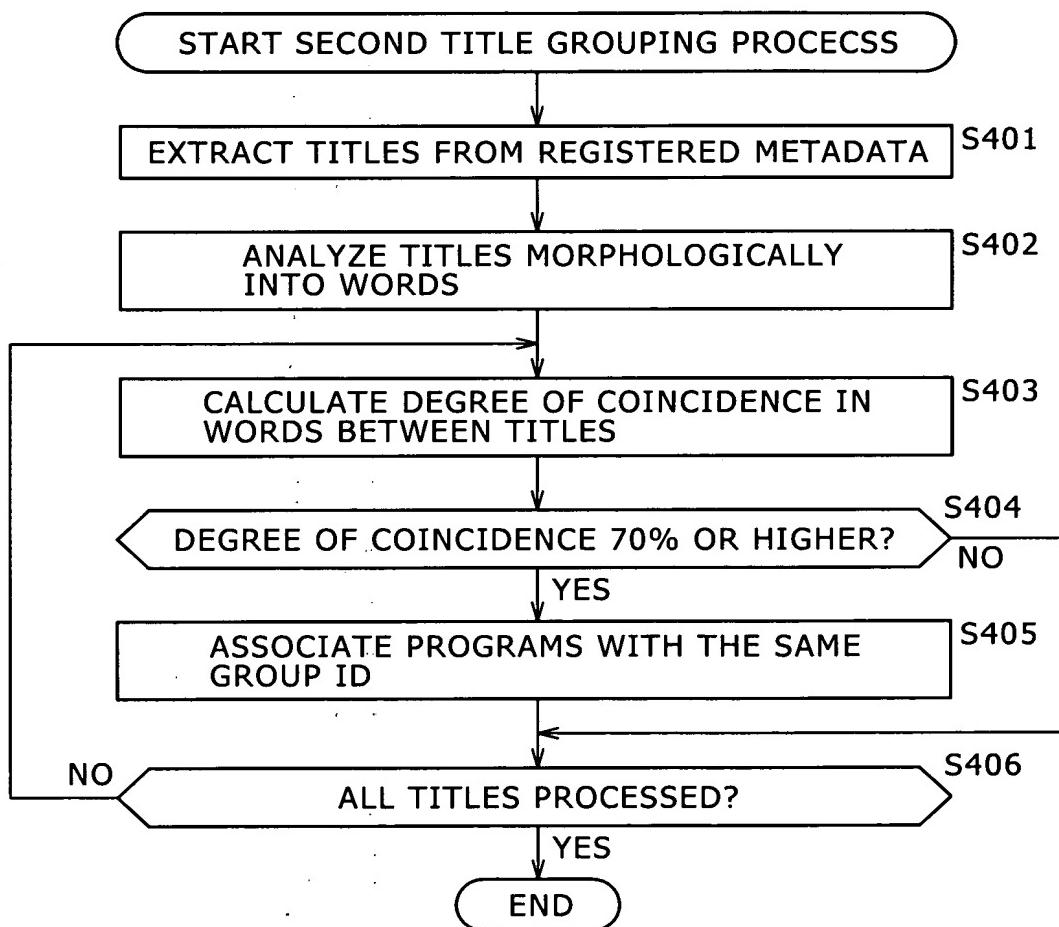
## FIG. 18



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## FIG. 19

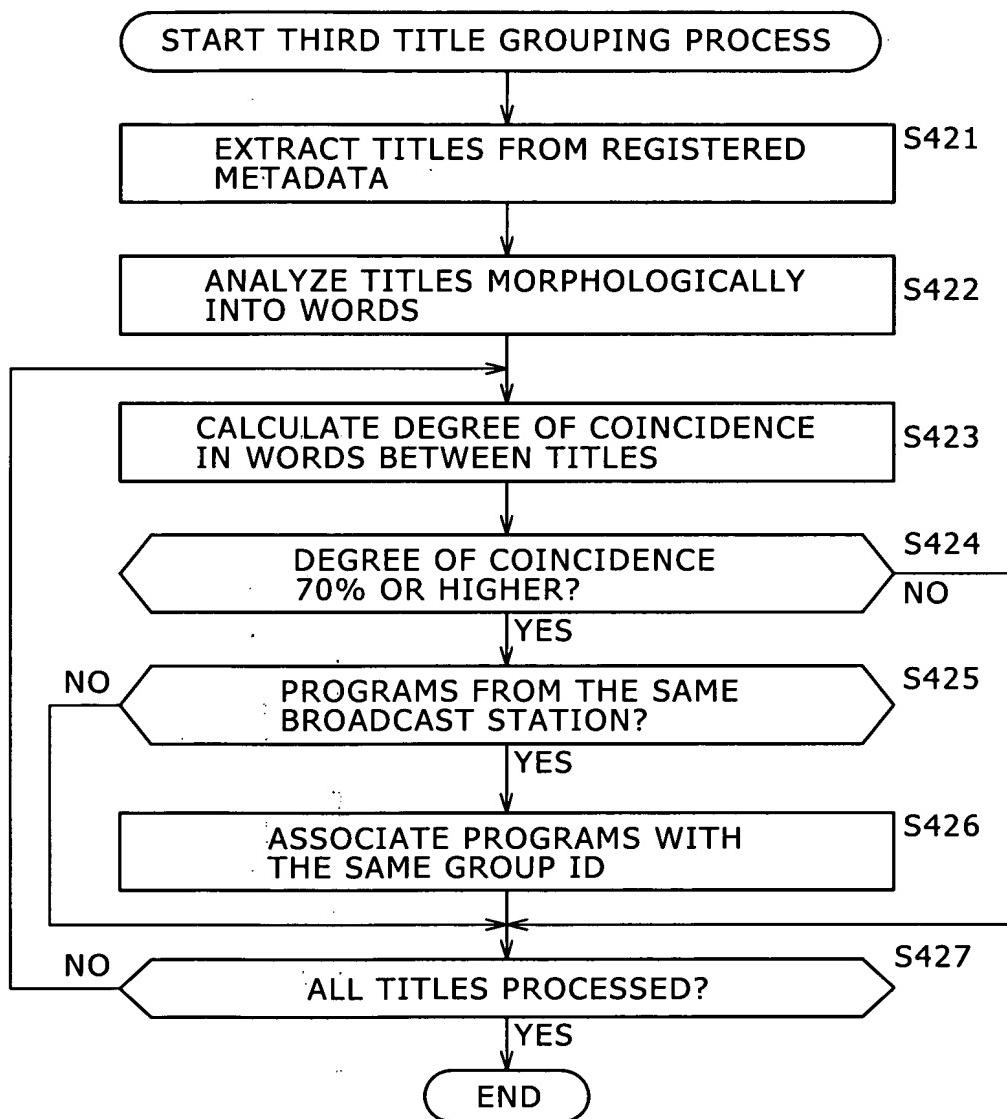


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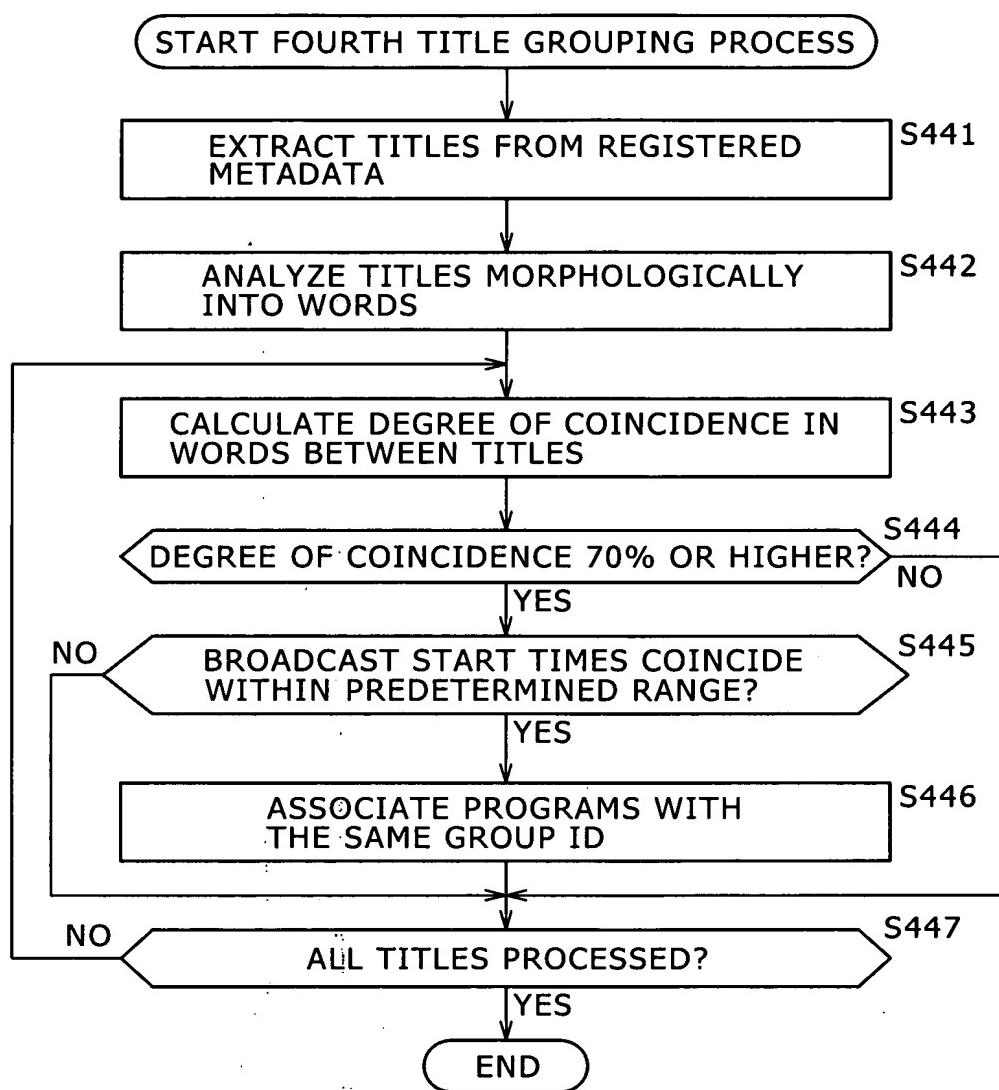
## FIG. 20



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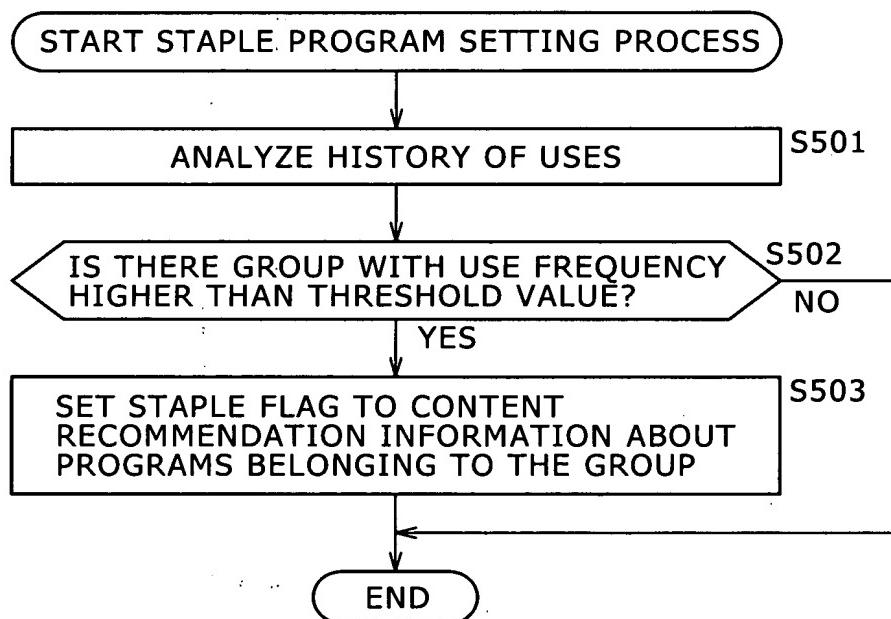
## FIG. 21



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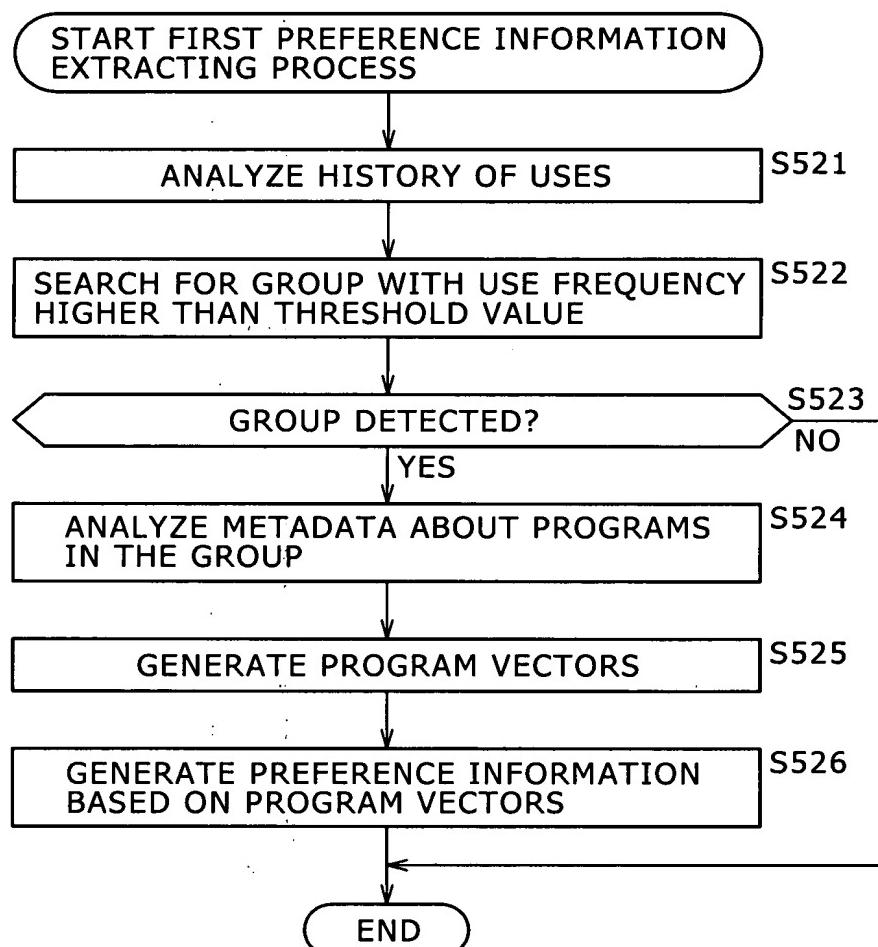
## FIG. 22



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## FIG. 23



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## FIG. 24

| PROGRAM VECTORS | PP = (Tm, Gm, Pm, Sm, Hm, ...)  |
|-----------------|---|
| T : TITLE       | Tm = {TITLE}  |
| G : GENRE       | Gm = {DRAMAS, VARIETY SHOWS, SPORTS, MOVIES, MUSIC, CHILD-ORIENTED AND EDUCATIONAL PROGRAMS, CULTURAL AND DOCUMENTARY PROGRAMS, NEWS AND REPORTS, OTHERS} |
| P : PERSON      | Pm = {PERSON A-1, PERSON B-3, ...}  |
| S : TV STATION  | Sm = {MHK GENERAL, MHK EDUCATIONAL, ASIA TV, TAS, FUSHI, TV NIPPON, TOTO, MHK BS1, MHK BS-2, WOOWO}   |
| H : HOUR        | Hm = {MORNING, DAYTIME, EVENING, PRIME TIME, LATE-NIGHT}  |

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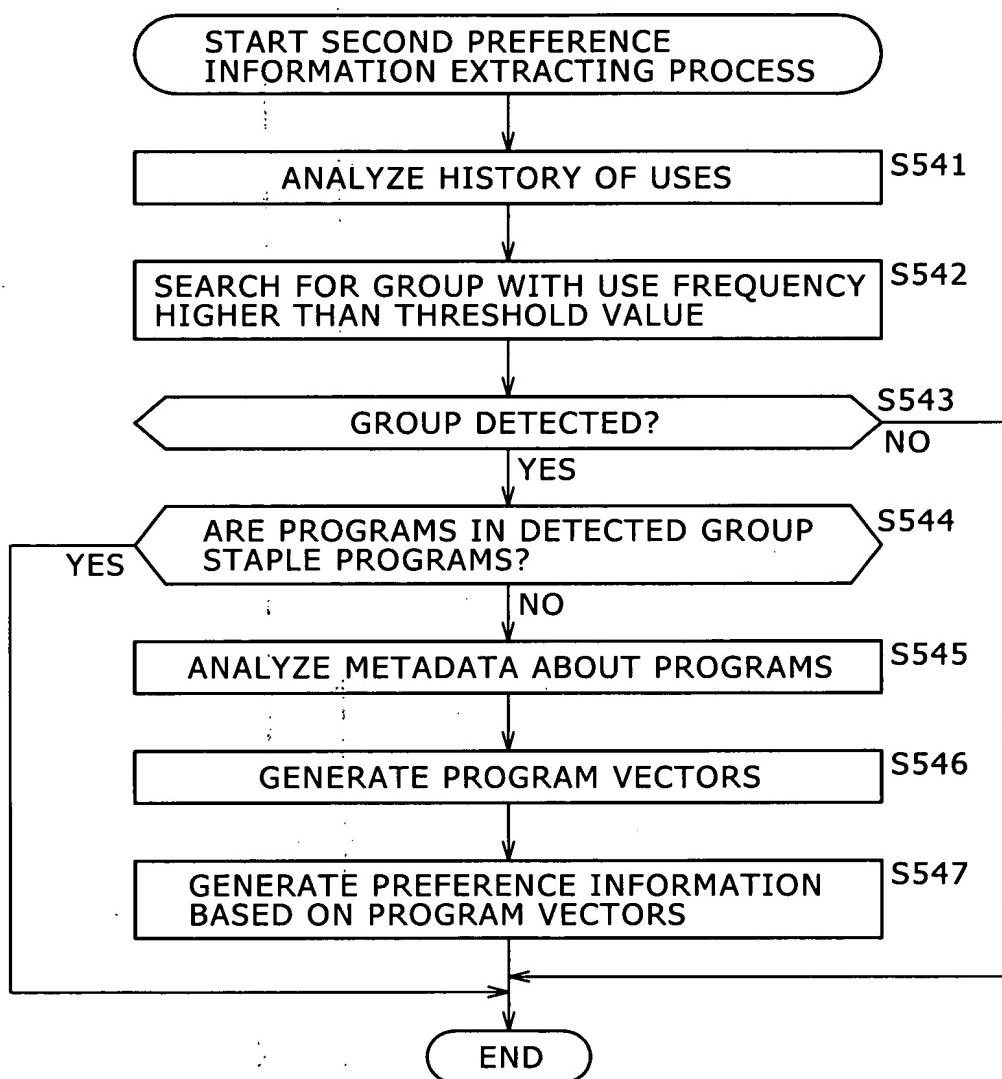
## FIG . 25

| PREFERENCE INFORMATION | UP = (Tup ,Gup ,Pup, Sup, ...)   |
|------------------------|--|
| TITLE:                 | Tup = {{TITLE 1-12), (TITLE 2-3), ...} }   |
| GENRE:                 | Gup = {(DRAMAS-25), (VARIETY SHOWS-34), (SPORTS-42),<br>(MOVIES-37), (MUSIC-73), (CHILD-ORIENTED AND<br>EDUCATIONAL PROGRAMS-120), (CULTURAL AND<br>DOCUMENTARY PROGRAMS-3), (NEWS AND REPORTS-5),<br>(OTHERS-23)} |
|                        | Pup = {(PERSON A-10), (PERSON B-43), ...}  |
|                        | Sup = {MHK GENERAL-7, MHK EDUCATIONAL-4, ASIA TV-3,<br>TAS-2, FUSHI-5, TV NIPPON-6, TOTO-0, MHK BS1-9,<br>MHK BS2-1, WOOWO-1 }   |

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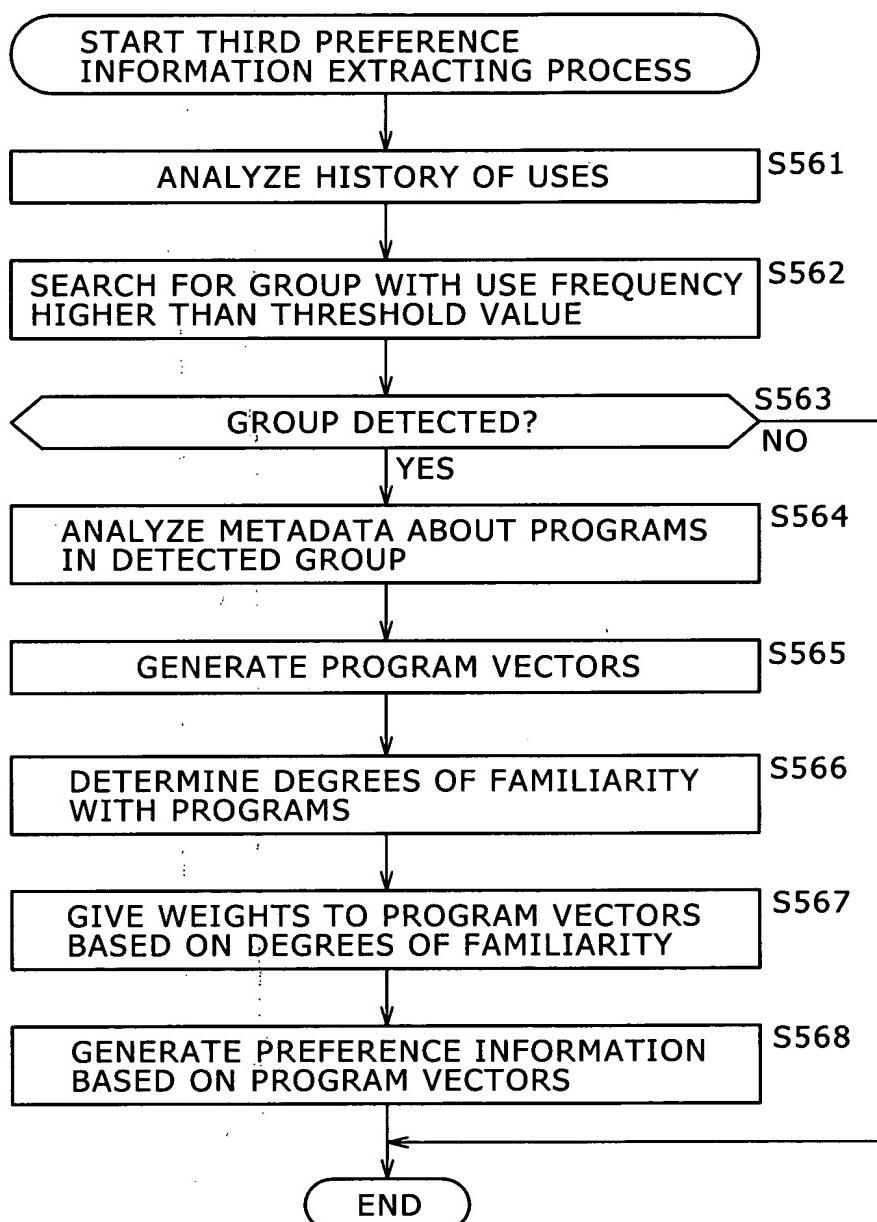
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## FIG. 26



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## FIG. 27

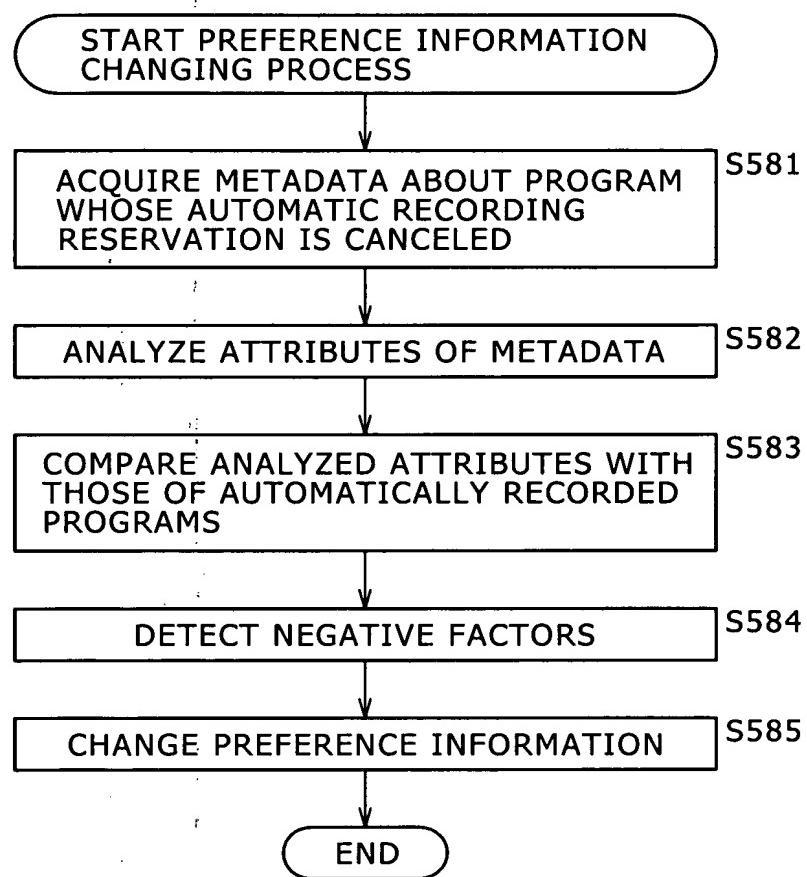


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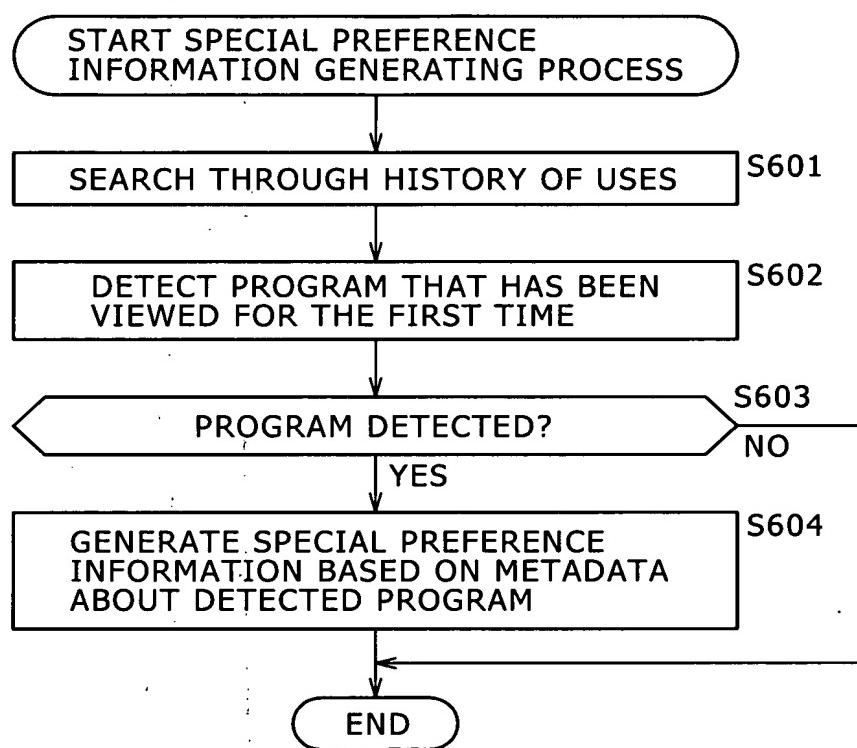
## FIG. 28



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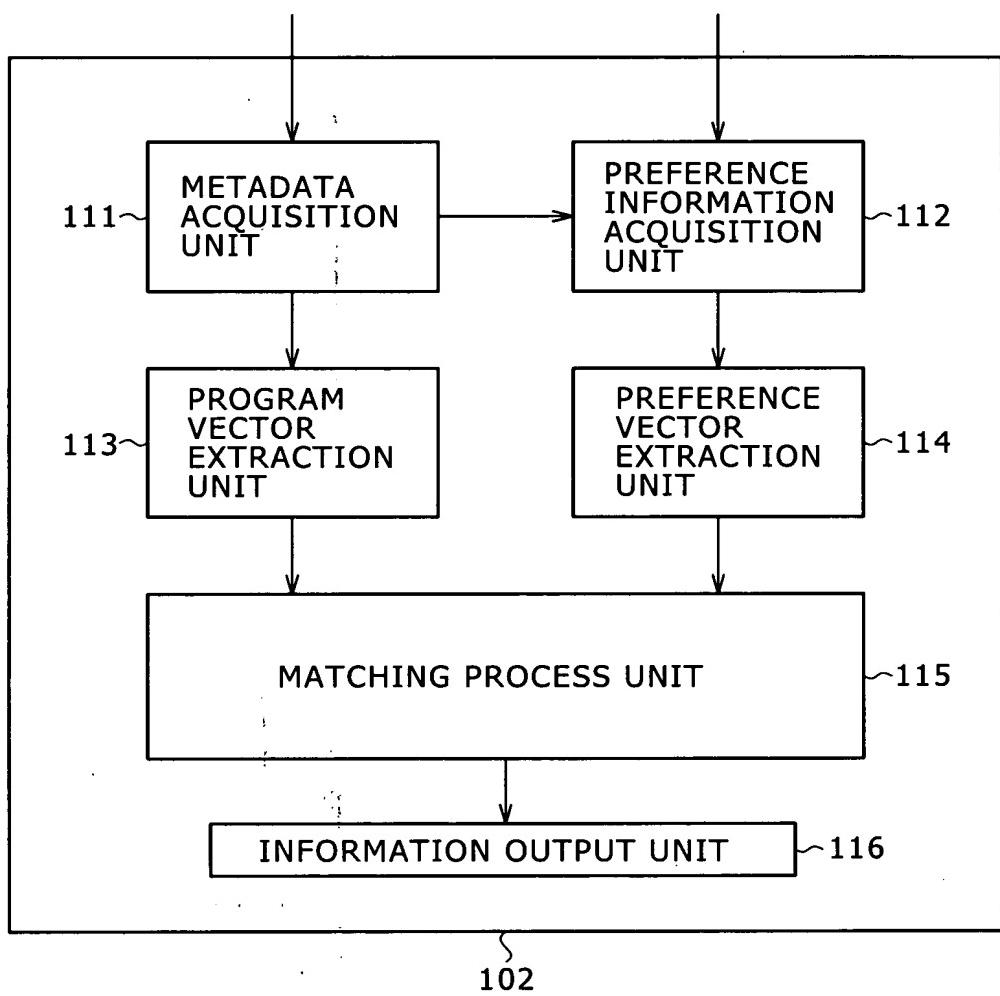
## FIG. 29



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FIG. 30



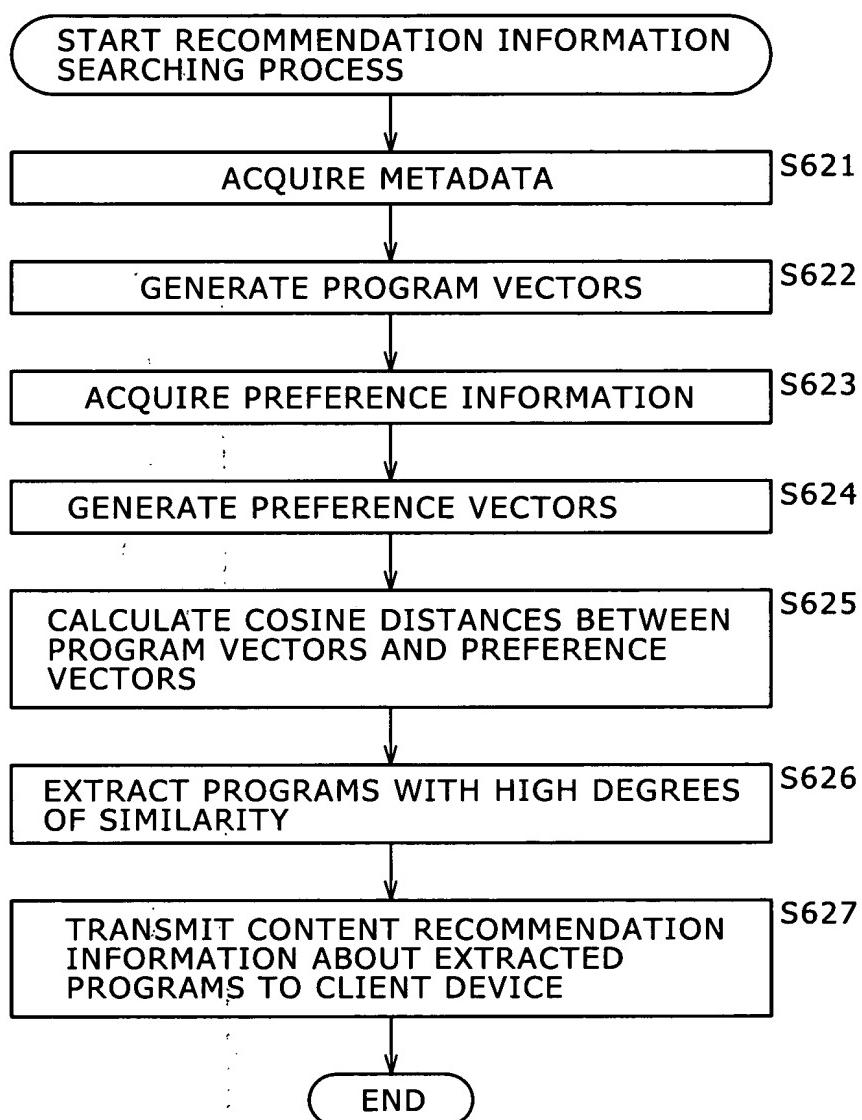
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FIG. 31



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## FIG. 32

